Addis Ababa Auction Ambassador



Project Title	Addis Ababa Auction Ambassador
Project Slimmary	Promote online auctions for U.S. Embassy, Addis Ababa. You will be responsible for creating and executing the entire campaign.
Country	Ethiopia

Project Description

The United States Embassy in Addis Ababa, Ethiopia periodically holds live public auctions to dispose of worn out furniture, broken appliances, decommissioned IT hardware, and scrap material. In the past, all of these auctions were held in person at the Embassy's warehouse, and were advertised by word of mouth and print advertisements in local newspapers. The auctions help to divert tons of waste from ending up in a local landfill, and instead infuse the local economy with hard-to-find imported goods that are reused and repurposed by local merchants and artisans.

We are now modernizing our auction procedures by moving some of our auctions online (using https://online-auction.state.gov/). We need an energetic self-starter to develop a no-cost advertising campaign to get the word out to potential bidders, as well as educate them on how to use the online auction platform.

The ideal intern for this project is someone who understands the basics of online auctions and is willing to learn the specifics of the Department of State online auction platform (registration, bidding, payment). They should be comfortable navigating and posting on social media platforms, and know how to reach groups and individuals who match our demographics. And finally, they should be creative and capable of creating unique, eye-catching, advertisements that will generate interest and result in more individuals bidding on our online auctions.

Required Skills or Interests

Skill(s)
Data analysis
Design thinking
Graphic design
Infographic design
Marketing

Additional Information

You can do this project completely in English, however if you have Amharic language skills, especially the ability to write advertisements in Amharic, that is a huge plus that would enable the campaign to reach a wider audience in Addis Ababa.

Language Requirements

Language Speaking Proficiency Reading Proficiency Importance

Amharic Elementary proficiency Limited working proficiency Nice to Have